

CONTENTS

Social Media.....1,3
Data Dive1,4
Writing Well.....2
Events Calendar.....2
Internal Communications.... 5,6
Crisis Management 7
The Week in PR.....8



SOCIAL MEDIA

Should Your Brand Be on Snapchat? and Other Essential Questions About the Hottest Social App

It's hard to escape the headlines about **Snapchat**, the hot social media platform of the moment, particularly for the young demographic [please see chart on page 3]. It has 10 million daily views, according to Mary Meeker's 2016 *Internet Trends Report*, and more daily active users than **Twitter**. And it's more than gaudy numbers. With imitation being the sincerest form of flattery, **Instagram** made like Snapchat August 2, adding a feature called Stories, which works similarly to

Snapchat Stories. In fact, Instagram CEO Kevin Systrom admitted his platform was copying Snapchat, with a few notable differences. Discussing it with *TechCrunch*, Systrom said, [Snapchat] "deserves all the credit." His justification is that Stories is a format and Instagram will "put its own spin on it."

As *PR News* heads to San Francisco for the Big 4 Social Media Summit in San Francisco, Aug 9-10, we asked two speakers who'll be discussing Snapchat there to talk about

Continued on page 3

DATA DIVE

Twitter Still a Powerhouse for B2C: Engagement, Video Engagement Both Up 300% in Q2

You can see the headlines bemoaning **Twitter's** struggle to bolster its 313 million active users and gain advertisers almost daily. And the bad news keeps coming. The company's disappointing financials July 25 made for more bad headlines. The August 2 resignation of communications director Natalie Kerris, who arrived from **Apple** in late February and was supposed to be part of Jack Dorsey's resuscitation of the brand, also spurred headline writers to use negative words (*PRN*, Feb 29). For example, *NBC.com* led its story with the header "More Bad News for Twitter..." The resignation two days later of Jim Prosser, Twitter's head of corporate, revenue and policy communications, didn't help either.

Twitter Struggles, But Top 30 Engaged B2Cs Grow					
	YY Engagement Growth %	YY Tweet Growth %	YY Video Engagement Growth %	YY Video Tweet Growth %	% of Engagement from Video
Top 30 B2C	314%	27%	331%	26%	49%

Source: Shareablee

Despite Twitter's struggles several prominent people and some brands seem unconcerned. Republican presidential candidate Donald Trump is an exhaustive Twitter user. The platform has been essential to his campaign. Democrat Hill-

Continued on page 4



Group Subscriptions — Laurie M. Hofmann,
lhofmann@accessintel.com

Additional Copies & Article Reprints —
Contact Wright's Media, 877-652-5295;
info@wrightsmedia.com



Published weekly by Access Intelligence, LLC
9211 Corporate Blvd, 4th Floor
Rockville, MD 20850

Client Services:
Phone: 888.707.5814 • Fax: 301.309.3847
e-mail: clientservices@accessintel.com

New York Editorial Office:
40 Wall Street, 50th floor, New York, NY 10005
Phone: 212.621.4890 • Fax: 212.621.4879

For subscribers only: full access
to PR News article archives at
www.prnewsonline.com

UPCOMING EVENTS AND WEBINARS

**BIG 4 SOCIAL MEDIA
SUMMIT & VISUAL
STORYTELLING
BOOT CAMP**
AUGUST 9-10, 2016
SAN FRANCISCO, CA

**PR NEWS
WEBINAR: SEO
STRATEGIES THAT
WILL HELP YOUR
MESSAGE FIND THE
RIGHT AUDIENCE**
AUGUST 23, 2016

**SOCIAL MEDIA AND
CRISIS MANAGEMENT-
WORKSHOP**
OCTOBER 19-20, 2016
NEW YORK CITY

Public Speaking: Take Your Audience on a Short Journey



The key to keeping an audience in its seats can be divided into three areas: what you say, what you show and how you present.

What You Say: The opening to the most direct platform for communicating your brand message needs to grab the attention of your audience. Adding an element of intrigue, or tease and reveal, ensures that your audience has a motive to stay engaged throughout.

The opening also needs to function as a kind of contents page, with chapter headings, so that the audience knows what to expect from you. Outline, with interest and clarity, what you are going to be covering in your speech, and how (if relevant) there will be an opportunity to ask questions at the end. If someone asks you a question, thank them for it to give them confidence and validation. Answer it on the spot, if it makes sense to do so, or come back to it later.

If you are speaking at a 4th conference, the audience will be expertly equipped in posing questions that may have you reveal more than you intended, or even trip you up for the sake of a good story. You really need to stick to your prescribed party line and maintain control of the floor. To handle this, be more prepared than you ever thought necessary. Anticipate potential questions and practice deflecting with responses like, “Unfortunately, this isn’t relevant to the topic,” or, “I’m not at liberty to answer this.” Or answer a question you say you would have hoped they’d ask, or simply move onto someone else.

Remember you don’t have to answer if you don’t want to. If it’s a press event, you can close it down if questions become difficult and unproductive. Never veer from the script; stay calm.

Ultimately, you need to provide the audience unique and original content, backed up with new data and comprehensive facts, delivered in bite-sized pieces. A presentation, in particular, is not the platform for a long-form monologue. What you are aiming for is a high takeaway factor, meaning that the information has a life beyond the end of the speech.

At a press conference, the goal is to get coverage, and the way to do that is to provide unique content in bite-sized chunks. More important, you need to control that the articles written af-

terward contain the story you want told. To avoid coverage that misrepresents your brand, talk with complete clarity, repeat and reinforce your brand message and stick to the script.

Because we consume information in short bursts, via multimedia, and often on the move, a speech or presentation needs to compete with that. Using bullet points and recaps will help the audience along the journey.

What You Show: It usually helps to illustrate your speech with some sort of visuals, but choosing these badly could undermine all the hard work invested in your words. If you are using images, make sure they are aligned with your brand. Clichéd stock shots, or illustrations that still bear the watermark of the illustrator’s agency, will represent you or your brand poorly. Similarly, make sure any video is relevant and keep it under five minutes long or minds will start to wander. Test visuals in advance.

How You Present: Make sure you convey the content of your talk with fitting facial expressions, in a businesslike manner, without any cartoonish exaggeration. If in doubt, imagine you are talking to a close friend. With that will come authenticity. If you smile when you are nervous, make a mental note to be aware of it. Delivering bad news with a smile is never advisable. If you’re not sure what your default delivery style is, practice in front of a friend or colleague whose opinion you value.

Power posturing is helpful to assert your authority. Think long spine. Staying still and grounded will give your words weight. Avoid pacing, but gesture moderately to drive a point, and come forward to the front of your platform to highlight key moments. Make eye contact, not just with people in the front few rows but all the way to the back and on each side of the room.

If you need a confidence boost, use prompt cards. Memorizing the speech can leave it dry and soulless. Finally, be authentic. A level of honesty always helps an audience to empathize. Your voice is unique, so own it. ■

CONTACT: @CharlesSBarber

Subscribers: New to the PR News Pro Essentials page, a sample agreement for working with influencers: prnewsonline.com/pr-news-pro-essentials/

Snapchat: Keep It Informal But Be Authentic

how brands can create unique experiences for audiences using the platform.

Do You Belong There? Leslie Douglas, senior manager, social media, at the professional services firm **PwC**, believes every brand can be on Snapchat. “The caveat,” she says, “is do you have the time and resources to devote to doing it well?” That’s also critical for Colleen Hartman, head of paid & shared social media marketing, **W2O Group**. “Snapchat is a great way to reach audiences in a consumable fashion,” she says. “But if you’re just going to regurgitate the same content you use” on television and other media platforms, “you’re going to struggle...people will be turned off if they just see yet another commercial,” she adds. “If you want to be creative...[and devote resources and effort to] creating unique content for Snapchat, then we can talk.”

First, Some Warnings: The question then becomes what can brands do on Snapchat that’s unique to the platform? Both Douglas and Hartman suggest taking advantage of Snapchat’s informal tone and feel to present a less-formal side of your company. Snapchat users are accustomed to consuming content that’s a bit rough and unpolished, both say. As such, it’s a platform for humanizing your brand. “Brands need to loosen their tie [on Snapchat]...show [the company] in a not-so-scripted way,” she says. Douglas adds, “Snapchat frees brands from many of the rules of social... it’s raw and unfiltered, [so] be creative and shake things up a bit...show your brand from a completely different perspective.” Easier said than done, of course. “This is hard for some brands,” Hartman admits. “Some brands try too hard...they employ influencers [to create Snapchat material] when those influencers really have very little to do with their products.” And brands need to beware of trying to seem “too cool,” she says. Some tech brands try to make themselves and their products seem “cooler than they really are...you don’t want to cross that line,” she adds.

What Content Works? With those warnings out of the way, Hartman favors brands telling “peripheral stories” on Snapchat. “How did the brand come to be? What are the other interests of people who make decisions at the brand? If you’re a nonprofit, show the behind-the-scenes effort needed

Snapchat’s Youth and Reach
60% of Snapchat’s users are 13 to 24 years old; 63% are 18 to 34 *
Millennials account for 70% of Snapchatters **
60% of all smartphone users are on Snapchat **
Sources: Snapchat * comScore ** (9/15, latest available data from comScore)

to organize a big event.”

Douglas also urges brands to tell behind-the-scenes stories. In addition she suggests a Q&A with an executive, a weekly session where a brand entertains questions from its customers or a contest. Douglas tells of a brand releasing a white paper by creating a snap during an industry trade event with people on camera reacting to elements of the white paper.

Snapchat’s Future: Both Douglas and Hartman agree Snapchat is more interested in its individual users than in satisfying brands. “Integrity is very important to Snapchat... and they’re on a roll and they’ve seen how users have revolted when Facebook made tweaks,” says Hartman. As such, Douglas can envision accommodations to brands, such as improvements to Snapchat’s analytics package, “but not anytime soon.”

Another tweak might be a group-creation package, she says, allowing several brand members to contribute to a story. Another pro-brand tweak, Hartman says, could be an area on Snapchat where brands and their content could be clustered. There’s also the possibility of a live element for Snapchat, similar to Facebook Live. “Snapchat is almost live, but it’s not quite live,” Hartman says, noting this feature might be rolled out for the Olympics. “Hopefully [with any changes it makes], it will maintain the unique feel of Snapchat.” ■

CONTACT: leslie.douglas@pwc.com chartman@w2ogroup.com

Editor’s Note: For more information on the Big 4 Social Media Summit, Aug 9-10, San Francisco, please visit: <http://www.big4socialmedia.com/>



Register Online: socialmediaconf.com

Join PR News in NYC for our Social Media Conference and Crisis Management Workshop where you and your team will become immersed in real-world, tactical case studies detailing how to manage a crisis as well as the best ways to share brand stories on emerging platforms and measure social media data.

Questions? Contact Jessica Placencia at jessica@accessintel.com; 301-354-1641

Video Again Boosts B2C Twitter Engagement

ary Clinton's campaign also makes much use of Twitter. Another group, B2C brands, doesn't seem to be listening to tales of gloom about Twitter either, at least not the brands that have the most consumer engagement, according to data provided exclusively to *PR News* by **Shareablee**. As you can see from the chart on page 1, the 30 most-engaged brands registered gains of more than 300% in consumer engagement year over year during Q2. Engagement is defined as consumer retweets and likes.

What the chart fails to show, however, and which is not necessarily good news for Twitter, is that the category owes its power to the top 30 brands. In terms of engagement with consumers, content from the top 30 is much more successful than that of other brands in this category. For example, the top 30 generated 314% more engagement during Q2 2016. All B2C brands engagement was up 23%. The top 30 also generated 36% of all video engagement for the entire category.

But back to our earlier topic: Will the presidential candidates' Twitter use improve the platform's fortunes? What if anything will it mean for B2C brands and consumer engagement with their tweets? It's an open question that we'll be watching along with Shareablee.

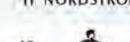
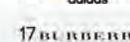
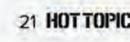
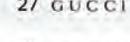
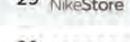
KOBE'S LONG LEGACY

Moving to our series that looks periodically at the top 30 most-engaged brands, this week we examine U.S. B2Cs on Twitter. **Nike Basketball** led the way in consumer engagement in Q2 2016, with videos of retiring basketball star Kobe Bryant its most-engaged tweets. The brand's 609% engagement jump year over year occurred despite it posting just 19% more tweets than the previous year's Q2. It also was the top brand for video engagement, growing nearly 4,000%; videos were 47% of Nike Basketball's total engagement.

As a category, U.S. B2C brands generated 28.4 million actions on Twitter, up 24% compared with the same time last year. This occurred in spite of the brands posting 15% fewer tweets. Engagement from video content increased 26% year over year. This helps explain the increase in engagement compared with the same time last year.

Number 2 brand **Pokémon** grew 967% in consumer engagement, garnering 843,000 consumer engagements. Video also was strong here. The brand's video engagement rose 805%. The surprise is that the sudden popularity of Pokémon Go had nothing to do with these stellar results. The hit game wasn't released until Q3. Pokémon's top tweets referenced Pokémon Sun and Pokémon Moon games.

Starbucks, **Chipotle** and **Jimmy John's** rounded out the Top 5. All experienced year-over-year engagement improvements: Starbucks was up 199%; Chipotle 695%; and Jimmy John's 223%. Starbucks' top content featured new menu items; Chipotle's most-engaged tweets were punny musical references; and Jimmy John's pulled by tweeting about its first customer appreciation day featuring \$1 subs. ■

Shareablee					
TOP B2C BRANDS ON TWITTER – Q2 2016					
Based on Total Actions (likes and retweets)					
Data provided exclusively to PR News by Shareablee					
SOCIAL SCORECARD					
Rank	Brand	Total Consumer Actions	% Change Y/Y	Total Tweets	Total Followers
1	 Nike Basketball	901.5K	609%	202	1.8M
2	 Pokémon	842.7K	967%	211	1.1M
3	 Starbucks	750.5K	199%	137	11.7M
4	 Chipotle Mexican Grill	541.3K	695%	272	787K
5	 Jimmy John's	528.6K	223%	311	461.5K
6	 Razer	414.5K	209%	355	2.4M
7	 Starbucks Frappuccino	360.2K	18%	52	208.3K
8	 Victoria's Secret	343.1K	-22%	188	9.8M
9	 Whataburger	319.9K	29%	153	655.9K
10	 Jordan	316.3K	154%	130	2.7M
11	 Nordstrom	297.9K	537%	123	698.2K
12	 Foot Locker	286.5K	-12%	677	1.4M
13	 Calvin Klein	277K	4%	112	3.2M
14	 Netflix	267.8K	-34%	207	2.1M
15	 App Store	264.8K	31%	145	4.4M
16	 Adidas Originals	229.6K	87%	112	18.2K
17	 Burberry	229.3K	32%	287	6.7M
18	 Louis Vuitton	228.8K	19%	175	5.6M
19	 Monster Energy	223.6K	21%	426	3.1M
20	 Denny's	223.2K	-3%	77	309.4K
21	 Hot Topic	218.6K	-27%	847	516.7K
22	 tarte cosmetics	207.3K	4,445%	605	338.9K
23	 Free People	201.1K	10%	1,497	243.6K
24	 CHANEL	197.5K	63%	72	12.2M
25	 Nike	191.1K	263%	12	6.1M
26	 Forever 21	187.4K	13%	498	2.2M
27	 Gucci	179.5K	715%	451	3.5M
28	 Marc Jacobs International	179.2K	33%	376	6.5M
29	 Nike Store	162.6K	-29%	276	4.2M
30	 Anastasia Beverly Hills	157.9K	168%	481	155.7K

How a Federal Laboratory's Communications Team Tells Its Quarterly Story in One Cool Page

There's a well-known tactic endemic to Washington, D.C., but used elsewhere, too. It's the old if-you-don't-really-want-people-to-pay-attention-to-something-issue-a-report-about-it-trick. In the old days after receiving a hard copy of such a report you might glance at the cover, perhaps see if you're mentioned in it, look at the executive summary and put it on the shelf to become another selection in the buffet for dust mites. Today's equivalent is the desktop folder: a few clicks and the report now can gather virtual dust.

Communicators know this issue intimately, perhaps most when it comes to internal reports or memos. Oh, you can write them just fine, but try getting people to read or react to the document you spent hours composing. All of this boils down to engagement, of course, a constant torment of the communicator.

WHAT'S A COMMUNICATOR TO DO?

This was the dilemma for Kevin Kautzky, group communications manager, energy and environment directorate (EED), Pacific Northwest National Laboratory, Richland, Washington. He wanted to let senior lab leaders know what his team of 14 communicators was doing to spread the word about the work the EED scientists were doing. But how best to do it? "You produce a report, you send it to people and it gets lost," he says. "People get so much email today."

Instead Kautzky and his team at the federal laboratory came up with the one-pager you see on page 6. Kautzky describes it as "a digestible" way for senior leaders to view his team's quarterly output. In addition to containing a slew of data, the infographic with the "high-tech look" scores points with the Lab's senior leader, who is a fan of the visual approach to data, he says.

SORRY, WE DON'T DELIVER

Here's the kicker: Kautzky and his staff don't routinely deliver the document to senior leaders. "We [on the communications team] all have copies...it's a morale booster for us," he says. "We post it on our office doors, and have the e-version on an internal webpage." Team members also use

it as a leave-behind when they meet with senior lab leaders. What, no electronic delivery to lab leaders? No, the approach, instead, "is to build buzz" around the document by not delivering it each quarter. "When our senior leaders see it...they usually want to know more. When they initiate the discussion it seems to resonate more than us just putting out a report." Adds Kautzky, "It's almost like a targeted marketing approach where we look to deliver our product to our customer when they are ready to consume it." It's worked.

Created using **Adobe InDesign** in 8-10 hours, the document features a data circle (middle) relaying web site visits, new visits, top web pages and top traffic sources to the laboratory's site. You'll note the EED home page leads the list of the lab's top pages. This data comes from **Google Analytics**. Data seen in the infographic's four quadrants (counter clockwise from top left: media, social, highlights and services) are collected "from a few internal systems and our social and web analytic tools," he says. The top left corner shows traffic to EED's five core research areas, each of which has a panel on the site. From left they are: Electricity Infrastructure (EI), Energy Efficiency and Renewable Energy (EERE), Environmental Health and Remediation (EH&R), Clean Fossil Energy (CFE) and Nuclear.

In addition to the serious metrics, there are also fun facts, such as the one in the lower-left quadrant. It notes Deputy Secretary of Energy Liz Sherwood-Randall retweeted one of EED's tweets. And there is material included to be conversation starters, such as top tweets from EED's @energyPNNL account (bottom left) and "new and noteworthy followers" on Twitter. In this case one new follower was Bryan Hannegan (@bjhanneg), associate laboratory director, **National Renewable Energy Laboratory**. On the back of the sheet are pictures of Kautzky's team and quotes of praise from senior lab leaders.

In sum, the infographic is an intentional mix of "sizzle and steak," he says. There are a lot of "great graphics and charts out there, but we want people to talk about this," Kautzky says. They do. ■

CONTACT: kevin.kautzky@pnnl.gov

Chart on page 6

PRNews WRITER'S GUIDEBOOK

PR News' 2nd Edition of The Writer's Guidebook Focuses on Everything from Press Releases to Speeches and Social Media

Chapters Include:

- Creating Newsworthy, Shareable Press Releases
- Email Communications
- Speeches and Presentations
- Writing for Social Media
- Writing for SEO

www.prnewsonline.com/writers-guidebook-vol2

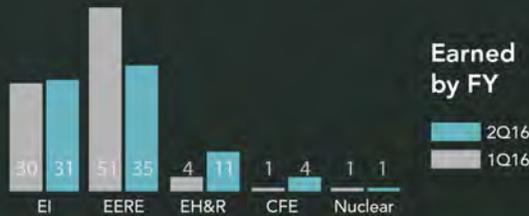
Questions? Contact Rachel Scharmann at rscharmann@accessintel.com.

COMMSTAT

ENERGY & ENVIRONMENT - 2Q16 REPORT



MEDIA



Featured Coverage

1. Wired - *The Obsessive Quest for the World's...*
2. CleanTechnica - *Faradion Leads Energy Storage Trio...*
3. MIT Technical Review - *The Sky May Hold the Secret...*

PNNL Press Releases



SOCIAL

Twitter | @energyPNNL

New & Noteworthy Followers

1. @bjhanneg (Bryan Hannegan)
2. @WASstateCommerce
3. @IEEETandD (IEEE PES T&D)

Top 3 Tweets



1. Building Asset Score - 7,700 impressions
2. Energy Mat. Network - 7,671 impressions
3. Bioenergy R&D 100 - 4,600 impressions

Tweets: 3.71/day avg.

Followers: 1,698 (↑13%)

Fun Fact: Liz Sherwood-Randall retweeted us

DOE Blog Posts

1. Steve Ashby - *Meeting America's Pressing Needs...*
2. DOE News - *DOE Announces \$220 Million in Grid...*
3. Carlos Fernandez - *PNNL Successes with Novel...*

HIGHLIGHTS

Most Popular Stories

1. *New Flow Battery to Cut Energy Storage Costs*
2. *Safe, Secure Spent-Fuel Shipping*
3. *A Unique Solution to Balance the Power Grid*



Newsletters

1,977 Subscribers (↑55.3%)
75% Open Rate (32.5% Ind. Avg.)
16.2% Click Rate (9.2% Ind. Avg.)

High Readability

2 min. 42 sec. = avg. time spent reading one highlight

WEBSITE

energyenvironment.pnnl.gov*

71% up from 2Q15
46,447 Site Visits
74% New Visits

Top Pages

1. EED Home
2. Marine Sciences
3. Electricity Infrast.

Top Sources

1. **44.2%** Search (Google, etc.)
2. **40.9%** Direct (typed in URL)
3. **6.3%** Referral (other sites)

Fun Fact: EED is now the most visited research directorate website

*Data via Google Analytics

SERVICES

Strategic Events

1. ARPA-E Innovation Summit
2. South by Southwest (SXSW)
3. WSU PEAC/ESIC Summit

939

Total images in EED Digital Media Repository

Visit the **Comms Store Front** for brochures, images, and additional resources.

EED Inventory[^]

- 321** Posters/Slides
 - 215** Abstracts
 - 190** Reports
 - 109** Journal Articles
 - 29** Brochures
- [^]Data via ERICA



Three Steps to Help Brands Manage and Move Beyond a Crisis

After a 2-year-old boy was killed June 14 by an alligator at Walt Disney World, a brand representing magic seemed to be without pixie dust.

In today's news cycle, it is impossible for companies, especially those as large and iconic as **Disney**, to hide from online critics who thrive on call-outs of organizations undergoing a crisis. The use of social media has opened up an unending, multi-channel way of attaining, sharing and manipulating information. For companies like Disney, trying to manage a crisis without further damaging its reputation, this cycle can pose an existential threat.

In the weeks following the attack, Disney continued to suffer from recurring reputation issues, including accusations that firefighters on the grounds had been feeding the alligators, as well as an intern posting a photo of a sign in a Disney employee breakroom dictating the appropriate way to address the attack when speaking with the public. Externally and internally, Disney was exposed and unable to control perceptions.

Here are three ideas crisis managers can use in a similar situation:

- ▶ **1. Hire an Investigator:** In a situation like Disney's, ongoing, independent investigative research is essential to understand real facts, face hard truths and prepare to address additional problems that could turn a two-day story into a two-month or two-year saga. In times of crisis, internal staff has a tendency to withhold "bad news" from senior leadership who hunker down. To employees afraid to speak out, the facts often are obscured, preventing an accurate situational analysis. This is why it is imperative to have truth tellers: outside, independent investigators. Without fear of reprisal or the instinct to self-preserve, investigators are able to ascertain facts and develop honest analysis; both are needed to address a crisis. Investigators also have the benefit of fresh eyes. They can find discrepancies, identify problems or connect information that others have missed.
- ▶ **2. Be Proactive in Working With Local and Independent Authorities During and After the Crisis:** Disney had a wildlife management system that routinely removed alligators from the premises; however, the process at Disney was expedited past the **Florida Fish and Wildlife Conservation Commission**. In this case, it would have been beneficial to have a relationship before, during and after the crisis with state authorities to solicit their advice on practice improvement. In addition, soliciting input from a third-party conservation group or asking for best practices recommendations is another way to affirm your commitment to safety and demonstrate to the public you are taking action. One issue that organizations often fail to account for in risk assessment is how government will respond to the crisis. Calls from an elected official

for hearings on the issue or an off-the-cuff comment at a candidate forum can extend the reach of a crisis. Partnering with local authorities and third-party groups provides a buffering layer of credibility if a reactive politician interjects into the news cycle.



- ▶ **3. Don't Forget the Digital Crisis Campaign:** In a situation like the one faced by Disney, it is critical to have accurate information streaming to the public and media. Social channels and blogs can be sources of speculation, myth and fabricated stories, which can exacerbate a sensitive situation. This is why a digital strategy is needed. Using paid search you can quickly ensure that the public is being directed to accurate, timely information to answer questions that arise from a crisis. Using a re-targeting strategy, visitors who have sought out your information can then be served ads and additional information addressing the crisis, ultimately beginning the hard work of repairing your brand. While it sounds small, interjecting your story into the search game can change the life cycle of your issue. In today's digitally sensitive media environment, an increase in searches for a particular topic or question can itself become a news story. This underscores the need to be managing a crisis on digital platforms. Every company needs to have a starting digital crisis management protocol long before a situation arises. This plan should also be updated and practiced routinely based on current events, e.g. crisis plans five years ago did not include Twitter or Facebook. Having a proactive plan in place and practicing it periodically will help the corporation respond to crises in a more productive manner.

"It takes 20 years to build a reputation and five minutes to ruin it." It is amazing how often major companies forget this important piece of advice from Warren Buffett. By seeking out clear-eyed analysis through an investigator, engaging outside experts and managing your issue in the digital space, a company can produce a complete analysis of why the crisis happened, take steps to address it and how to move forward in the most positive, proactive and transparent way. ■

CONTACT: rich.masters@qorvismsl.com

An Enduring Crisis

* 6,500: Mentions on Twitter, web sites & traditional media of the alligator attack at Disney World the day it occurred (June 14)

* 42,000: Mentions the next day

* 86,000: Total mentions (thru July 19)

Sources: MSLGROUP, Brandwatch



Peter Finn, Founding Partner, Finn Partners



Kate Donlon, VP, Amendola



Maggie FitzPatrick, SVP, Exelon

1. Bridging the Gap: PR firms and brands make acquisitions all the time. The question then becomes how to integrate the corporate culture of the acquisition with that of the acquiring company. In mid July **Finn Partners** acquired **Greenfield Belser, Ltd.**, a brand strategy and creative services firm based in DC. We asked **Peter Finn**, founding partner of Finn Partners, how his firm does it. “First, if an acquisition doesn’t make sense from a culture standpoint we walk away...we’ve walked away from more than a few.” Another element is the 8 founding partners, so the task of integrating an acquisition never falls on one person’s shoulders. And then there’s Finn’s retreat center in upstate NY that the firm uses to not only inculcate new personnel but to “build relationships across various practices,” Finn says. “We spend time on team-building exercises up there,” he adds.

2. Who’s Using What? It’s usually our practice at *PR News* to survey those who will be attending our events. It gives us and our speakers a better idea how to structure our remarks. As such we surveyed attendees of our Big 4 Social Media Summit in San Francisco, Aug 9-10. One of the most interesting bits of data came from a question that asked “What platforms does your business actively engage on? (check all that apply)” **Facebook** topped the list at 98%, followed by **Twitter** (94%), **Instagram** (79%), **YouTube** (77%), **LinkedIn** (68%), **Snapchat** (29%) and **Facebook Live** (26%). Respondents were a mix of communicators from brands, agencies and nonprofits.

3. People: Fortune 100 energy firm **Exelon** named **Maggie FitzPatrick**

SVP, corporate affairs, philanthropy and customer engagement. She begins Aug 29 at the country’s largest utility. She’ll be based in DC, where Exelon recently acquired energy company **Pepco** in a bitterly contested battle. FitzPatrick recently served as global CCO and VP of public affairs at **Johnson & Johnson**. – In yet another leadership announcement, **Ketchum** named **Mark Hume** COO for Europe. He’ll join Ketchum chairman/CEO **Rob Flaherty** to oversee the company’s European operations. Hume continues as CFO, a position he’s occupied since 2009, when he worked with then-CEO Europe **David Gallagher**. On Aug 2 Gallagher was named president, growth and development, international, **Omnicom Public Relations Group**. In late July Ketchum named **Barri Rafferty** worldwide president (*PRN*, July 25). Hume joined Ketchum in 1996; Gallagher joined in 1994. – **Omnicom’s Mercury** named Democrat strategist **Ashley Walker** its first female president. Prior to her 3-year tenure at Mercury, Walker directed **President Obama’s** 2012 re-election campaign in FL. – **Shonda Rhimes** named **Kristen Andersen** VP, marketing and communications of her television production company **Shondaland**. In the newly created position Ms. Andersen also will oversee talent relations and philanthropic initiatives. Previously she’d been a director of publicity at **ABC Television Network** and **AMC Networks**, where she worked on campaigns for *Mad Men* and *Breaking Bad*, among others. – **Makovsky** named **Douglas Hesney** EVP and leader of its financial and professional services practice. Most recently he led the asset management practice at **Dukas Linden Public Relations**. – Healthcare firm

Amendola Communications welcomed back founding employee **Kate Donlon** as VP. In addition to her work at Amendola, Donlon has held positions at **Intel** and the **Mayo Clinic**, among others. – **Cheryl Boone Isaacs** was elected to her fourth and final one-year term as president of the **Academy of Motion Picture Arts and Sciences**. She ran unopposed. Boone Isaacs is beginning her 24th year as a governor representing the Public Relations Branch. In January she was in the middle of the #allwhiteoscars controversy when the twittersphere and Hollywood exploded due to the absence of African-American actors nominated for Oscars in the Best Actor and Actress categories. – **Saatchi & Saatchi** chairman **Kevin Roberts** acted quickly to apologize for remarks he made suggesting the ad industry’s diversity debate is over; still he was forced to resign. He’ll leave Sept 1. He was due to retire in May 2017. “‘Fail fast, fix fast, learn fast’ is a leadership maxim I advocate,” he said in a statement apologizing for his comments. – **M&C Saatchi PR** promoted **Jen Dobrzelecki** to EVP. She joined in 2015 as SVP and will be responsible for business development, client relationships, global integration and operations in the U.S. market. – **Cerrell Associates** named **Alan Caldwell** VP of media relations & crisis communication and first chief diversity strategist. He’d been communications manager for **Shell Oil Company** in southern CA. – **Mónica Talán** will step down as **Univision’s** EVP, corporate communications and PR to join **PreK12 Plaza**, a startup. **Rosemary Mercedes**, SVP of corporate communications (*PRN*, Sept 28, 2015), will step into Talán’s role until a replacement is found. ■



Entry Deadline: August 19, 2016

Late Deadline: August 26, 2016

Enter now: www.prnewsonline.com/TopWomen2016

IT'S TIME TO HONOR THE TOP WOMEN IN PR

We invite you to enter the Top Women in PR Awards where we will salute women who work in communications for corporations, agencies, governmental organizations, academic institutions and nonprofits of all titles and years of experience. The winners and honorable mentions will be celebrated at a special awards luncheon in January 2017 as well as in editorial coverage in the newsletter and online.

WHO SHOULD ENTER?

We are celebrating women of all titles and years of experience who are having an impact on the discipline of Public Relations. Both domestic and international organizations are eligible and will be judged according to the category. Please note that the names and identities of all nominators will remain confidential, but the information provided will be used for judging purposes and for coverage in PR News Online.

HOW TO ENTER

You can nominate yourself or your colleagues. Your nomination/s need to include the following:

- The nominee's name
- The nominee's position (title and organization, type of organization)
- Why should the nominee be included in PR News' Top Women in PR list? (100 words max)
- List three (3) communications campaigns or initiatives created or led by the nominee in the last 12 months. Include each campaign's goal, the nominee's role in the campaign and measures of success (200 words max per campaign)
- How has the nominee's influence in PR extended beyond her own organization? (100 words max)
- Three words to best describe this nominee.
- Have you worked professionally with the nominee and, if so, in what capacity? (100 words max)
- Nominee's contact information (full name, title, organization, email and phone)
- Your name and contact information so that we may follow up with questions during the judging process

TIMELINE:

Entry Deadline: **August 19, 2016** | Late Deadline: **August 26, 2016**

Enter Online: www.prnewsonline.com/TopWomen2016

**ENTER
TODAY!**

INTERESTED IN SPONSORING?

Please contact:

Lindsay Silverberg
(301) 354-1716 • lindsay@prnewsonline.com

QUESTIONS?

Please contact:

Rachel Scharmann
(301) 354-1713 • rscharmann@accessintel.com